

Special Session

Agenda Item #	5
Meeting Date	April 23, 2007
Prepared By	Barbara B. Matthews City Manager
Approved By	

Discussion Item	Single Reading Ordinance authorizing a contract for a survey of City residents
Background	<p>By adoption of Ordinance No. 2004-21 on June 14, 2004, the City Council authorized the retention of National Research Center, Inc. to conduct a survey of City residents for a price not to exceed \$30,000.00. Completion of the survey was delayed for various reasons, including staff's work on other City priorities.</p> <p>In the intervening time, postage and other costs related to a survey of City residents have increased. Additionally, the City Council has expressed interest in surveying City residents on the proposed construction of a gymnasium and other issues not envisioned when Ordinance No. 2004-21 was adopted; the incorporation of these issues into the residents' survey may result in a lengthier and more costly survey than originally discussed.</p> <p>Because of the higher contract price and the length of time since Ordinance No. 2004-21 was adopted, the City Attorney's Office has recommended that the City Council reaffirm the contract award to National Research Center, Inc. and authorize the City Manager to execute a contract for the conduct of a survey of City residents.</p>
Policy	The City Council is interested in learning community opinions on service delivery via a professionally designed, random survey of City residents.
Fiscal Impact	The cost of the survey will depend on its length and the number of open-ended questions. National Research Center, Inc. has provided the City with costs for a five, six, and seven page survey. For the purpose of this Ordinance, staff has assumed the City's selection of a seven-page survey at a cost of \$34,317; two open-ended questions are included in this price. Each additional open-ended question has an associated cost of \$845. A not-to-exceed cost of \$37,000 is suggested to provide some flexibility as the survey scope is further refined.
Attachments	<p>Draft Single Reading Ordinance Authorizing a Contract With National Research Center, Inc. to Conduct a Survey of City Residents</p> <p>Copy of Ordinance No. 2004-21</p>
Recommendation	Staff recommends that the City Council adopt the Single Reading Ordinance as presented.
Special Consideration	

Introduced By:

Single Reading:

CITY OF TAKOMA PARK, MARYLAND

ORDINANCE NO. 2007-

**AUTHORIZING A CONTRACT WITH
NATIONAL RESEARCH CENTER, INC.
TO CONDUCT A SURVEY OF CITY RESIDENTS**

WHEREAS, the City issued a Request for Proposals for a resident survey; and,

WHEREAS, four firms submitted proposals to conduct a survey and a City selection committee ranked National Research Center, Inc. the highest; and,

WHEREAS, by adoption of Ordinance No. 2004-21, on June 14, 2004, the Council authorized the retention of National Research Center, Inc. to undertake a survey of City residents; and,

WHEREAS, the performance of said survey was delayed for various reasons, including staff attention to other City priorities; and,

WHEREAS, in the intervening time, postage and other costs related to the survey of City residents have increased; and,

WHEREAS, the Council has expressed interest in surveying City residents on the proposed construction of a gymnasium and other issues not envisioned when Ordinance No. 2004-21 was adopted; and,

WHEREAS, the incorporation of these issues into the residents' survey may result in a lengthier survey and a higher contract price; and,

WHEREAS, the Council hereby reaffirms the contract award to the National Research Center, Inc. for the conduct of a survey of City residents.

NOW, THEREFORE BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager is authorized to negotiate and enter into a contract with National Research Center, Inc. to undertake a survey of City residents for a price not to exceed Thirty-Seven Thousand Dollars (\$37,000).

SECTION 2. This Ordinance shall become effective upon adoption.

Adopted this _____ day of _____ by Roll Call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT:

ORDINANCE NO. 2004-21

**Authorizing City Manager to Negotiate a Contract
With the National Research Center, Inc.
To Undertake a Takoma Park Citizen Survey**

WHEREAS, a survey of the residents of Takoma Park regarding a number of topics, including perceptions of the community, perceptions of the quality of City customer service, and preferred means of obtaining information on City issues and services, was identified as an implementation step under the FY04 Broadening Citizen Involvement/ Communication Council Goal; and

WHEREAS, in general, and because of the coming transition in City Government, a survey that is conducted to yield statistically valid data at the Ward level is required in order to establish a baseline from which to measure and compare resident opinions in the future; and

WHEREAS, four firms responded to a Request for Proposals to conduct such a survey in May, 2004; and

WHEREAS, the proposal submitted by National Research Center, Inc. (NRC) was ranked highest in meeting the specifications included in the Request for Proposal and highest in meeting the needs of Takoma Park by a selection committee comprised of four City staff members and one member of the Public Safety Citizens Advisory Committee; and

WHEREAS, the cost of the NRC mail survey proposal with 6-page questionnaires in both English and Spanish is \$29,928; and

WHEREAS, NRC is agreeable to some negotiation over the price of the survey, depending on the process used, and the number and types of questions asked, which are yet to be determined; and

WHEREAS, the City would like to proceed with undertaking a citizen survey soon, before major community policing initiatives are announced and promoted, to provide a “pre-test” of community perceptions of safety and police service.

**NOW, THEREFORE BE IT ORDAINED BY THE COUNCIL OF THE CITY OF
TAKOMA PARK, MARYLAND THAT**

SECTION 1. The City Manager is authorized to negotiate and enter into a contract with National Research Center, Inc. of Boulder, Colorado to undertake a citizen survey for a price not to exceed Thirty Thousand Dollars (\$30,000); AND

SECTION 2. Funds for this project in the amount of Thirty Thousand Dollars (\$30,000) be charged to Budget Account No. 9000-7006.

Adopted this 14th day of June, 2004

AYE: Porter, Austin-Lane, Barry, Elrich, Mizeur, Williams

NAY:

ABSTAINED:

ABSENT: Seamens